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2/9/12 (Item 1 from file: 636)
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03839628 Supplier Number: 48342924 (THIS IS THE FULLTEXT)

3SI: justClick -- The revolution in web promotion expanding options for conducting business

M2 Presswire, pN/A

March 9, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 2053

TEXT:

M2 PRESSWIRE-9 March 1998-3SI: justClick -- The revolution in web promotion expanding options for conducting business (C)1994-98 M2 COMMUNICATIONS LTD
RDATE:090398

* Are you missing the REAL web revolution?

As e-marketers evaluate the ways more efficient web promotion will boost their online business, search engine submission, web position analysis, web tracking analysis, and threaded discussions are what most of us think of. But remember it's the pioneering idea that really has the power to change all the rules -- and one company believes it has just the answer for activating web promotion.

E-marketers -- say 'online marketers', like marketing pros, online publishers, web designers, online merchants, web promoters, and web *advertisers* -- do permanently spend their time to evaluate how they can promote their business, product or service to their DESIRED TARGET AUDIENCE most beneficially. It's one of the major weaknesses of the open Internet Technology that the new media does not have in-built directories and automated promotion services. In consequence any single e-marketer has to waste a significant part of the productive time -- some analysts tell you more than 50% -- just for evaluating and setting up web promotion.

Most e-marketers are not satisfied.

Discussion forums indicate the most e-marketers are not satisfied that their time invested in web promotion is NOT PROTECTED: Search engines and directories, e.g. Yahoo!, change their promotion rules every now and then. *Banner* exchange networks, e.g. LinkExchange, do not allow to target their desired target audience, sending a level of visitors that does not allow sales to make a profit. Web rings do not have the professional look and feel. Trade links, e.g. ClickTrade, allow any owner of a free-for-all webpage to put a bunch of ads or links on a low quality web page, causing sales more trouble than the profit is worth. The big content providers, e.g. AOL, are mainly US-centric oriented. And all the capital backed and loss making *advertising* networks, e.g. DoubleClick, are not affordable for most e-marketers. Above observations are not intended as criticism. All companies mentioned are publicly well known because they have been implementing a successful marketing strategy. Discussion forums easily allow one to analyze the source of trouble: It's a fact that almost all tools, whether server or PC-based, do not allow e-marketers to PROACTIVELY do web promotion. E-marketers simply are required to stay passive: To add URL, to categorize, to analyze, to position, to moderate, to author... all the time consuming jobs having the one major goal: To get traffic. But what an e-marketer really need to stay profitable are quality visitors of their desired target audience while having the freedom to concentrate on its core business.

The second source of trouble is that most e-marketers are not satisfied to DO BUSINESS IN ENGLISH due to two facts: They do not speak English natively, and don't like the American way of doing business. A browser in their native language and an affordable Internet access quickly results in emerging online markets. Russia, Asia and especially in China, India, and Africa are recently experiencing a rapid growth. But the managers of the US-centric industry, having got the expanded access to NAFTA markets, could not adapt to cultural differences. In consequence they appear arrogant to 'foreigners'. How did a spokesman of the World Trade Center in Denver, USA, present the statistics at the end of 1994: "More than 50% of all Americans fail to go global not being able to adapt to the cultural differences."

The commercial Internet is to become an unforeseeable scenario.

Let's observe the reality of the new media Internet. The commercial Internet is to become more and more complex and an unforeseeable scenario. It is quickly going to divide the online world into those e-marketers who can AFFORD EXTERNAL SERVICES, and those e-marketers who cannot afford external services. 1998 will have many important implications for the Internet Technology of the future. Most e-marketers will not get a return on investment for helping the world of online business to emerge. The crystal ball is a little hazy, but the masses of e-marketers will NOT accept that capital backed companies are going to control THEIR online world too...

Imagine a technology for conducting business that transcends.

Imagine a technology for conducting business that transcends the traditional boundaries of time, language, location, product, industry, computer, broadcasting media, and investment.

Impossible? Imagine pursuing new challenges with the company that has been pioneering multilingual *advertising* networks since 1996. This company claims that an e-marketer can leverage the power of the Internet to conduct businesses from business to business and from business to consumer based on core objectives which are unique in the industry:

- WIN-WIN PARTNERSHIPS.
- NO INVESTMENT REQUIRED.
- A POLICY OF NO DIRECT SALES.

Let's have a look at the justClick! Target Network at <http://justClick.com/ePR>. This international company supplies server tools allowing "any serious e-marketer on Earth" to conduct business on a truly global scale and to build an own interactive community network.

All key success factors an e-marketer has been looking for.

Their service is a completely new approach in media and industry. justClick! has pioneered interactive targeted marketing setting new standards in multilingual networking, online *advertising*, international trade, affiliate partnering, and in building interactive community networks on a truly global scale.

Major justClick! Feature -- Your Benefit
Own An Interactive Community -- Interactivity
Centralized Real-Time Control -- Profiling
Precision *Advertising* -- World Class
Connect Any E-commerce -- Scalable
Direct Response Per Webpage -- Direct Sales
Affiliate Network -- Partnering
Sales Service By justClick! -- No Expenses
Localized Marketing -- Multilingual
100% Reliable Tracking -- Quality Control
Live Activity Analysis -- Reporting
99.5% Guaranteed Up-Time -- Reliability
Web's Best Price-Performance -- Free Programs

A dream for you? No longer, it's all available right now. This incredible business model was developed by the founders in 1996 dedicated to online transactions, having in mind at the same time the requirement to distribute referral and localized marketing messages in TRADITIONAL MEDIA too. It takes care of all key success factors for web promotion an e-marketer has been looking for since the Internet became prevalent among the corporate community in 1995!

The world's only truly global community builder.

The justClick! Target Network is more than world class precision targeting, *advertising*, and sales revenue sharing. It has been the world's first transaction based distribution network conducting business on a truly global scale, and the world's only truly global community builder, since 1996. Because of its major ability to actively target multilingual markets it is called 'TARGET NETWORK'.

Would you like to become a productive e-marketer? Instead of becoming the millionth-and-one web designer or web promoter would you rather prefer to develop your core business, to be competitive in your FIELD OF COMPETENCE? The people at justClick! believe that this development will be necessary to make continuous profits in online business. You will need to climb the value ladder from gathering information and spreading knowledge toward providing competence:

-- Data => Information => Knowledge => Competence => Wisdom.

The commercial Web is rapidly developing toward standardized electronic transactions via the Internet. Soon it will be affordable to equip your own e-shop and to maintain a full featured e-commerce solution without the need to have webmaster skills. But whatever your website will offer, you always will need to guide your desired target audience to your website. Only you know your desired target audience. Take the step towards expanding your business contacts and building the interactive community the way you want it. Do not rely longer on others for guiding visitors to your website which do not allow you to get a return on your investment.

Any e-marketer on Earth can reach competitive advantages.

Any e-marketer on Earth can reach competitive advantages with justClick! within minutes and without investment. The pioneering CommunityBuilder 98 allows you to concentrate on your competence and core business:

justClick! Feature Of CommunityBuilder 98 -- Your Benefit

Build an interactive community of your target audience --

Interactivity

Create loyalty close to your field of competence -- Loyalty

-- Promote precisely to your real target audience wanted -- Efficiency

-- Expand your markets in 60 languages, 1000 world regions -- Truly

Global

Sell the products and services of your core business -- Competitive

Automatically generate ad revenue regional, national, global -- Income

Offer all justClick! programs to any kind of associates -- Flexibility

-- Exchange (reciprocal linking by ad, icon, URL, any media) -- Linking

-- Publisher (pay per CPM, Visitor, Lead, Sales) -- QualityVisitor

-- *Advertiser* (pay per CPM, Visitor, Lead, Sales) -- Income

-- Affiliate (referring 10-25%, reselling 25-50%) -- Partnering

-- CommunityBuilder 98 (Web Ring, Ad Net, SIG Net, etc.) --

Interactivity

Concentrate on marketing instead on webmastering -- Productivity

Have no financial risks, no investment required -- Security

Control network and approve applicants in real-time -- Control

Compete successfully with capital backed ad companies -- Stay Ahead

Reach leadership in *advertising* in your field of competence --

Leadership

Total cost of ownership of an interactive community network -- Web's

Lowest

The ultimate online distribution system.

It is essential to understand that the justClick! Target Network is developed as DIRECT RESPONSE NETWORK for e-marketers. It is not designed as MLM network or recruitment system to win masses of individuals to sell high-margin products, e.g. health care products. Their Mission Statements explains the objectives, one important one is QUALITY OVER QUANTITY. Any new member and any ad undergoes an intensive 24/7 quality check by the justClick! Quality Control.

At justClick! any serious e-marketer is welcome to build his or her own distribution system to sell any products or services to the desired target audience. This can be done by either promoting them within the public justClick! Target Network, or by guiding the desired target audience to the e-marketer's own private interactive community network first. justClick! is designed to support "*click*-*through*" to direct sales". Additionally justClick! allows to automatically and without any extra effort generate ad revenue from the members won.

"The justClick! Target Network has set up the ultimate online distribution system that moves all messages, goods and services directly to the consumer on a TRULY GLOBAL SCALE." states Helmut S. Krug, President Business Development. The senior sales executive, formerly with DEC, HP, Philips, Tatung and Hyundai, continues to explain "Nobody has the flexibility we have in our target network. Our program CommunityBuilder 98 allows any e-marketer to build their own interactive community network, conduct a business online and in traditional media, sell any product or service connecting their e-commerce solution, and add any kind of associates without impacting their core business. Unlike other business services, justClick! allows an e-marketer to conduct businesses that transcend the traditional boundaries of time, language, location, product,

industry, computer, broadcasting media, and investment. The justClick!
Target Network is an incredible *cluster* of direct response networks."

Asia Office Taipei, Taiwan Rep. of China, February 27, 1998

About justClick! Target Network.

Interactive Targeted Marketing comes within the reach of any
e-marketer on Earth brought by justClick!. Online as well as traditional
marketing professionals should revise their corporate global marketing
strategy due to new business opportunities. The mission of justClick! is

- Targeting Multilingual Markets &
- Building Interactive Communities.

For the first time since the Internet became prevalent among the
corporate community, e-marketers, merchants, and traders can activate
international trading on a truly global scale. The justClick! Target
Network supplies the services required to target global markets. Since 1996
it has pioneered the building of interactive communities incorporating
precision *advertising* and 100% reliable tracking of the entire marketing
and pre sales processes.

As the premier target network of affiliates and agencies

justClick! welcomes any serious e-marketer to actively trade in 60
languages and 1,000 world regions. This is the first time that brand
imaging, *click*-*through* to direct sales, interactive customer
relationships, and the building of affiliate and distribution networks come
in the reach of any e-marketer on Earth. Free entry programs allow one to
gain experience in interactive targeted marketing and building interactive
communities.

justClick! has been negotiating STRATEGIC ALLIANCES in media and
industry from Jan. 1998. justClick! welcomes partners seeking to establish
a win-win partnership. Its Mission Statement allows to get a quick overview
at <http://justClick.com/ePR>.

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International)

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	Search Terms	Total	USPAT	US-PGPUB	EPO	JPO	Derwent
2	705/14.CCLS.	580	403	175	2		0

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	Search Terms	Total	USPAT	US-PGPUB	EPO	JPO	Derwent
11	((705/14.CCLS.) AND BANNER) AND (CLICK ADJ3 THROUGH) AND CLUSTER)	3	2	1	0		0

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2009	((705/14.CCLS.) AND BANNER) AND (CLICK ADJ3 THROUGH) AND TARGET\$)	(24)					

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3/9/2 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07049555 Supplier Number: 58229955 (THIS IS THE FULLTEXT)

Getting up to speed on the information superhighway. (Grocery Equipment &

Design) (includes related articles)

Hardgrove, Amy

Grocery Headquarters, v65, n1, p55(5)

Jan 1, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 3052

TEXT:

The Internet may help retailers improve customer loyalty and develop close communication with their trading partners. What do supermarkets need to do to prepare their websites for the road ahead?

In today's competitive retail environment, grocery executives have become fixated on value and efficiency. Information technology, particularly the Internet, is one avenue retailers are beginning to explore to achieve these goals and leverage their position in the marketplace.

With the power to transform the way retailers interact with their customers and suppliers, reduce order management and logistics costs and broaden the scope of their customer base, the Internet has created a new medium for marketing businesses, and many companies are climbing on board.

According to the Food Marketing Institute's (FMI) "In-store Systems Study," released in 1998, 29% of retail respondents currently have a home page on the World Wide Web. Of those who do not, 32% are planning to add one.

Moreover, utilization of the Internet among this segment is widespread, with 76% of retailers reporting usage. Of those retailers using the Internet, 32% use it for e-mail capability, while 24% use it for vendor communications/technical support, anti 14% use it for handling customer orders. As the technology becomes increasingly available, retailers plan to

use the Internet for more business functions, the report says, and are incorporating electronic commerce and its related applications into their strategic business plans.

"The retail technology function must recognize that something fundamentally has shifted," says Steve Biciocchi, lead partner, retail practice, Computer Sciences Corp. (CSC). "That something is power. No longer can companies begin with a strategic plan that, in turn, drives the development of a technology strategy. With the power of e-commerce - and the retail community's need to maximize the business value of technology - information technology planning and business strategy development must be joined at the hip."

The Cleveland, Ohio-based company released a study on retail technology, called "E-wave: Driving Retail Strategy in the 21st Century," which examines the waves of technology change in the retail sector. Commenting on retailer responses to the study, Biciocchi says that in certain *categories*, e-commerce will be the absolute driver of retail's future. "The real strategic issue for the 21st century retailer is bringing new and greater value to consumers," he says. "Electronic commerce's ability to connect individually and intimately makes it the primary channel for putting that strategy to work."

Online shopping

As grocery executives work to bring value and efficiency to their consumers and their operations, one aspect of the Internet, online shopping, is emerging as a key enabling tool for retailers - and one that consumers appear ready to embrace.

A recent study by Cambridge, Mass.-based Forrester Research Inc. stated that by the end of 1998, nearly 9 million U.S. households will have shopped online for travel services and retail goods other than

automobiles,
generating \$7.8 billion in online sales.

"Online retailing has left the experimental phase and is accelerating into the mainstream," says James McQuivey, analyst in Forrester's Online Retail Strategies sen, ice. "Merchants are reporting dramatic growth in both sales and site traffic over the past 12 months. This pattern will become a self-perpetuating cycle - as more consumers come online to shop, retailers will compete more aggressively for sales, in turn drawing still more consumers and merchants to the web?

George F. Colony, the research firm's president, agrees. "There is no question that Internet commerce will represent a significant portion of the global economy over the next five years," he says. "To achieve its full potential, businesses need to move quickly to establish market leadership. If a favorable climate can be established, Internet commerce will reshape the global economy."

By all accounts, online shopping for groceries represents a great opportunity for many retailers, who are limited by the four walls of their stores. Online, retailers are not restricted by shelf space, and can offer an endless product selection. Moreover, promotion of these products and the store itself costs virtually nothing.

But are retailers poised to meet the potential demand? For the most part, the answer is no. However, many retailers are working to change this. According to a study conducted by Deloitte & Touche for FMI last year, 7% of retailers offer electronic ordering capability, and 63% say they plan to in the future. And the companies that have jumped on the information superhighway are finding the results to be beneficial.

Wild Oats Markets, Boulder, Colo., recently added online home shopping to its Internet package. While still in its infancy, the company's

site offers a full line of private label products. To add value to the program, Wild Oats has integrated the online ordering system with its frequent-shopper program to provide targeted promotions to its loyal customers.

Moving in a similar direction is Dorothy Lane Markets, based in Dayton, Ohio. While the company has offered some aspects of electronic ordering for several years, it is now looking to grow its operation.

"We are looking at everything from putting the entire store on the web to just offering some of our specialty items," says Pat Arnold, the company's webmaster. "Currently we offer our signature items and a few other products. We also offer boxed lunches, so you can order food for your work meeting and have them delivered to you a couple hours later."

When Dorothy Lane first developed its website, it had two pages. "We introduced our site with one page for our Killer Brownies and one for our Heavenly Hams," he says. "Once our customers began browsing, they started giving us input on what they would like to see on the site." In response to customer feedback, the company added weekly sales information, recipes and menu ideas. "Our customers' list of demands are coming faster than I can put stuff on the site," Arnold says. "Now, we have started converting just about everything you can pick up on paper from our stores onto the web. But our customers now want to be able to shop our entire store on the Internet, and that is a slightly larger project to undertake."

Web-based EDI

While online ordering has received the lion's share of attention regarding Internet capability, several retailers also are experimenting with using their websites as an enabling technology for communication with their trading partners. According to the CSC study, web-based

electronic data interchange (EDI) is the number one technology that retailers are considering (implementation planned within three years), and one that was not on retailers' radar screens in 1997, when the study was last conducted.

Indeed, as retailers seek to improve efficiency and drive out excess costs, they are finding the Internet to be a useful vehicle for connecting with their business partners throughout the supply chain.

To promote these efforts, the Grocery Manufacturers of America (GMA) and FMI have launched a new industry initiative to develop a vision for an electronic marketplace "where trading partners can communicate and conduct business over the Internet," GMA says. According to the association, the committee will be charged with developing a strategy for online business practices, looking at existing practices and creating future technology initiatives for the consumer packaged-goods industry. The participants, which include representatives from 10 supermarket companies and seven manufacturers, recently met to discuss e-commerce projects currently under way in the industry, including the UCCNet, scan-based trading and collaborative planning, forecasting and replenishment (CPFR). (For more on the CPFR initiative, see "Two heads are better than one," page 49.)

London-based Sainsbury's, one of the retail participants in the GMA/FMI initiative, is among a handful of companies making a serious effort to use its website as a means of communicating with its supply chain partners.

"Sainsbury's is serious about providing accurate and timely information to all elements of the supply chain," states a message on the company's website. "This website is an important part of this communication and its role will increase and evolve with your needs." The website urges trading partners to "use this site to discover details about our

supply chain and the way we do business," and offers secure links to the company's supply chain development group, electronic data interchange area, performance data and its collaborative planning system.

Noting the dramatic shift in the retail sectors use of technology and the new technology picture that is emerging, CSC's Biciocchi says, "The challenge of the Internet is not just about connecting to customers. It's about developing an infrastructure that makes e-commerce cost-effective. It's also about having the right information available to customers, and putting acquired data to work in the most advantageous way. The tools are available to make this happen."

Making it happen

With the tools now readily available, retailers can take several paths when implementing a website. However, before selecting which method to use, they must consider such factors as cost, security, level of control, maintenance and system upkeep.

Dorothy Lane's Arnold maintains that the equipment requirements for website development are minimal, but factors such as control and maintenance can be costly. "You only need a PC to be able to design your website," he says. "You can design the site yourself, using a computer and an application such as Microsoft FrontPage, and then have it maintained by a host provider. Or you can farm the design function out."

Arnold says that when Dorothy Lane developed its website, the company designed the site in-house and hosted it on an Internet service provider (ISP). "The problem was the ISP had some liability issues and they were not fast at updating our *webpage*," he says. "When you are using weekly sale prices that go into effect on Wednesday, if that price doesn't get out there until Friday, that just doesn't work. We realized we wanted complete control of this operation."

While noting the benefits that in-house operations provide,

Arnold

says that the costs are significant. "We have a T1 running to one of our locations, which is just a fast Internet connection, and a router for each end, totaling \$5,000," Arnold says. "We have to have a server fast enough to serve up the 65,000 hits every week, which costs another \$5,000."

Add a monthly charge for the T1, costing approximately \$600 to \$700

per month, and "in-house, you are looking at an initial investment of \$10,000 to \$15,000 plus the monthly fee," he says. "For a small supermarket, it is hard to justify that kind of overhead."

For companies that do not want to make the initial investment, a host of ISPs are available that develop and maintain a retailer's website for \$50 a month and up, Arnold says.

In fact, Dorothy Lane is one such company. "It is hard to justify a \$20,000 expenditure on the Internet when you have two grocery stores," Arnold says. To offset the costs of its own investment in the Internet, the company started designing and hosting other companies' websites. "We have clients ranging from Coleman Beef, which we sell in our stores, to Industrial Tool Co. in Detroit," he says. "It's worked out well."

Dorothy Lane's positioning is unusual; however, there are myriad web designers ready to help retailers get up to speed on the information superhighway.

AT&T, for example, offers a wide variety of networking services, which range from "simple, dial-up Internet access to a comprehensive virtual private network," the company literature boasts. Its website hosting services include development and design as well as maintenance and upkeep. The company also creates electronic transaction systems to enable online selling. In addition to the mega-companies, companies such as WebFrontier, a Victor, N.Y.-based website developer and marketer, are

available to set up and design websites for a variety of business applications. "Everyone wants to be on the Internet, but they often do not know what they want and what they can have," says a spokesperson for the company. "The interactive community creates a new paradigm that puts everyone at ground zero."

According to industry observers, setting up a website using an ISP costs anywhere from \$1,000 to \$300,000, depending on the level of detail.

"The world is getting bigger, but the Internet connection brings businesses, people and communities closer," Dorothy Lane's Arnold says.

"There is no limit to what the future is going to hold. One thing is for certain, the Internet will be the vehicle.

"I don't think people should be scared off if they have no knowledge of the web or how to create pages. They should not be afraid to go to a firm and have it designed," he adds. "Getting out there and having a presence is much more important"

Getting up to speed

Hollis Thomases, president, Web Ad.vantage Inc., Baltimore, Md., offers a road map for getting a presence on the web and marketing products once you are there:

Define your online goals. Is the website you are developing doing something different from your current business? It is important to articulate this to your website developer or customer visiting your site.

Design the site to fit your goals. Once you have defined your objectives, select the easiest way to communicate them on your site.

"Although there are more Internet users everyday, the majority of people online are relative newcomers to the age of technology," Thomases says.

"This must be taken in consideration when designing the site."

To do this, retailers should ease site navigation by maximizing shopping efficiency with shortcuts. This can be accomplished by

placing
best sellers on the home page; providing fast search engines;
using
collaborative filtering technology; cutting out frames with slow-
to-load
extras; and speeding customer checkout by implementing one-click
ordering.

Provide useful information. "Content is king," Thomases
declares.

"Your site should intrigue users enough to keep them there and
push them
through the site by tempting them with information that occurs by
taking
action." Information that may be beneficial includes rewarding
loyal
customers via personal promotions, offering unique recipe
programs and
detailing information on new products.

Consider Interactivity. According to Thomases, one of the
most
exciting things about the Internet is that it can be interactive.
To

positively affect the user, she recommends that retailers create
interactivity *through* *click*-on buttons or text links,
optional
selection features, fill-in forms and audio or video components.
"A website

that is mostly reading is no 'fun' for the user, and will
probably not be
frequented," she says. Market the site. Once the website is up
and running,
retailers often do not *advertise* their site. Thomases
recommends that
retailers add the website's URL to all printed materials, and
submit the
address to all search engines. "There are several services that
charge for
this, but you can also have it done for free," she says. "Try
www.addme.com
or www.virtual-stampede.com. You must submit to Yahoo! by hand,
going to
the category or subcategory that best fits your website and
clicking on the
'suggest a site' link at the bottom of the page."

Want to look before you buy?

The Food Marketing Institute has a link on its home page to
approximately 100 retailer and wholesaler websites. With sites
ranging from
simple to the complex, this may be a good place to begin the
process.

Products in focus

As the scope of the Internet continues to expand, new companies are scrambling on board, offering a wide range of products and services to help retailers and customers navigate and make the best use of the web.

Following is a look at what some manufacturers and retailers are developing:

Customizing and controlling your Internet program

A software program for Internet shopping allows retailers to create their own Internet-based shopping service for consumers. The program, developed by Unipower Systems, London, England, provides retailers with the ability to track purchase patterns of individuals and groups of shoppers and allows supermarkets to develop sites that include a selection of 1,000 to 100,000 SKUs arranged on virtual shelves; suggested alternatives to out-of-stock items; recipes and single-click ordering for the necessary ingredients; personalized lists of frequently used products for fast reorder; and click-on lists of a product's ingredients, nutritional values and preparation instructions.

"By offering their own Internet ordering service rather than contracting with a separate company, stores can structure and manage the program to suit their needs and promote it under their own name," says Jack Mark, managing director of Unipower.

The software includes a variety of features for building customer intimacy and loyalty. According to the company, any customer owning a personal computer can place orders to the system. Product information and graphics can be downloaded or installed with a CD-ROM.

The company provides technical support to help retailers design specific features as well as analyze transactions.

Kroger/planet U team up to provide Upsons

The Kroger Co., Cincinnati, Ohio, recently partnered with planet U, a provider of Internet-based consumer promotions, to offer Kroger

customers
coupons via the web. To collect the coupons, shoppers visit Kroger's website and select savings offers from a variety of Kroger-brand products. After clicking on their choices, shoppers receive printed, copy-resistant coupons through the mail, which can be redeemed at any Kroger store. Major brand coupons on the Web

ValuPage, an online service developed and operated by SuperMarkets Online, a subsidiary of Catalina Marketing Corp., offers coupons from national brand manufacturers over the Internet. Shoppers can access the coupons by going to the company's website, located at www.valupage.com, entering their ZIP code, selecting a participating local supermarket, choosing from a list of savings, and printing their list. The customer then brings the printout to the checkout of the chosen store. When a promoted item is scanned, ValuPage triggers a printer located at the checkout stand to issue a coupon. This cash reward can be used for money off an item purchased during the customer's next trip to the selected supermarket.

E-commerce for non-EDI trading partners

Bac-Tech Systems Inc., Cranston, R.I., offers a browser-based Internet connection that allows non-EDI trading partners to access existing e-commerce applications using any Internet browser.

Using the system, companies can query the host's online database, send ANSI 850 purchase orders and receive acknowledgments over the Internet. The system uses ODBC, flat-file or direct data-server formats to connect to existing EDI mapped translation software or to the user's database. Imaging and computer output to online data reports also are available.

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CHAMBRE FORTE PROTEGEE SUR INTERNET POUR RECUS, DOCUMENTS JURIDIQUES ET
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English Abstract

Apparatus and methods for providing an Internet site serving as a secure, electronic vault, repository or file cabinet for consumer's transaction records, legal documents, insurance policies and other secure information that consumers may wish to store on a website. This storage, provides commerce services that save the consumer time. In various embodiments, the invention is as follows: participating merchants send transactions records to the Internet site for viewing from the consumer website. To view the electronic record, the consumer visits the site, identifies himself and selects the record they wish to view. The consumer may search for a particular record using multiple criteria and view an image of the record. Once the record is selected, the consumer may download data related to the record personal-finance programs. This saves time for consumers tracking personal spending or creating expense reports. As transactions are identified and viewed, the website displays *advertisements* to the consumer, targeted, based upon consumer demographics, stated preferences, purchasing history or other methods.